

Standards for Variance for 3032 English Row

1. The variance is in harmony with the general purpose and intent of this Title and the adopted comprehensive master plan. The Zoning Code 6-1-2:11 looks to foster a more rational pattern of relationship between residential and business uses for the mutual benefit of all. The Sign Code 6-16-1: 4 looks to advance the economy of the City by recognizing the need for adequate site identification through promoting the reasonable display of signage. The Southwest Community Area Design Guidelines state that Order is important by enabling people to understand where businesses are located in relation to one another and providing predictability.
2. Strict enforcement of this Title would result in practical difficulties or impose exceptional hardships due to special and unusual conditions which are not generally found on other properties in the same zoning district. This property is unusual because the entrance road into the property is also used by the townhouse community to the rear and also the strip mall next to our property. The townhome community has installed 2 ground signs on either side of this entrance road. The strip mall has a similar situation and was granted a variance for a ground sign.
3. The variance, if granted, will not alter the essential character of the neighborhood and will not be a substantial detriment to adjacent property because the adjoining strip mall is commercial and the property to the rear are townhomes, we don't believe it will alter the neighborhood. The sign will be oriented to north and south bound traffic along Route 59.